



PATENT
DOCKET NO.: 12031/1

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS : Rosenberg, Ari
SERIAL NO. : 09/846,431
FILED : April 30, 2001
FOR : SYSTEM AND METHOD FOR THE PRESENTATION
OF ADVERTISEMENTS
GROUP ART UNIT : 3622
EXAMINER : John L. Young

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Dear Sir:

The following amendments and remarks below are respectfully submitted in response to the Office Action dated September 13, 2004.

The Commissioner is authorized to charge any additional fees or credit any overpayment in connection with this paper to Deposit Account No. 11-0600.

Amendments to the claims begin on page 2.

Remarks begin on page 8.